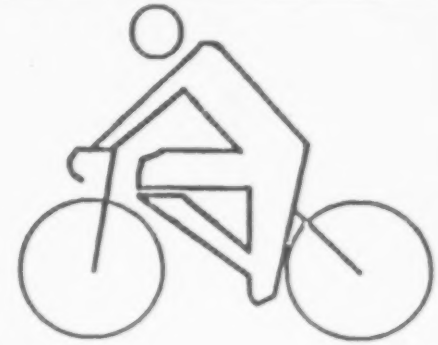
- A3470-1U 6185 -



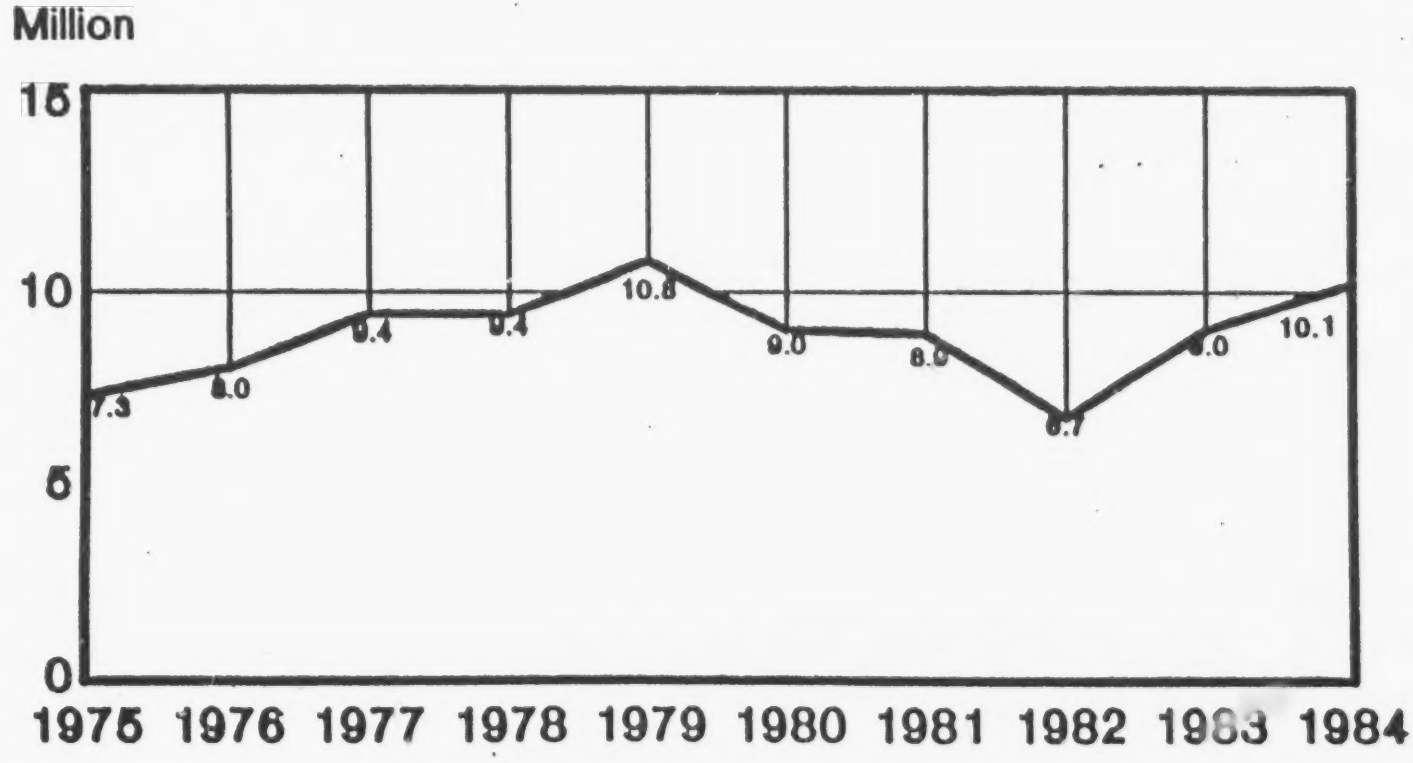
The 1984 Bicycle Market in Review

bma

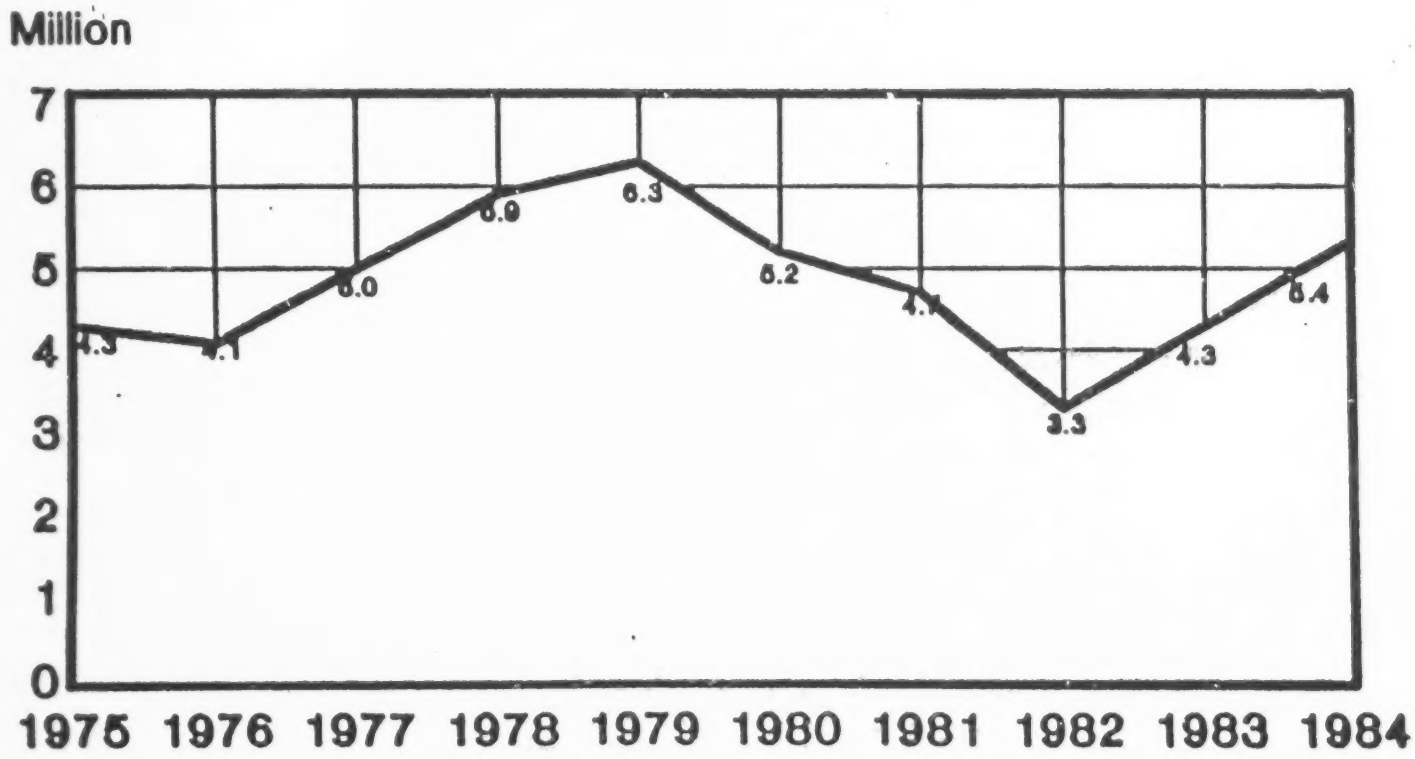
Total USA Bicycle Market
Imported Bicycles
Domestic Produced Bicycles

Total USA Bicycle Market

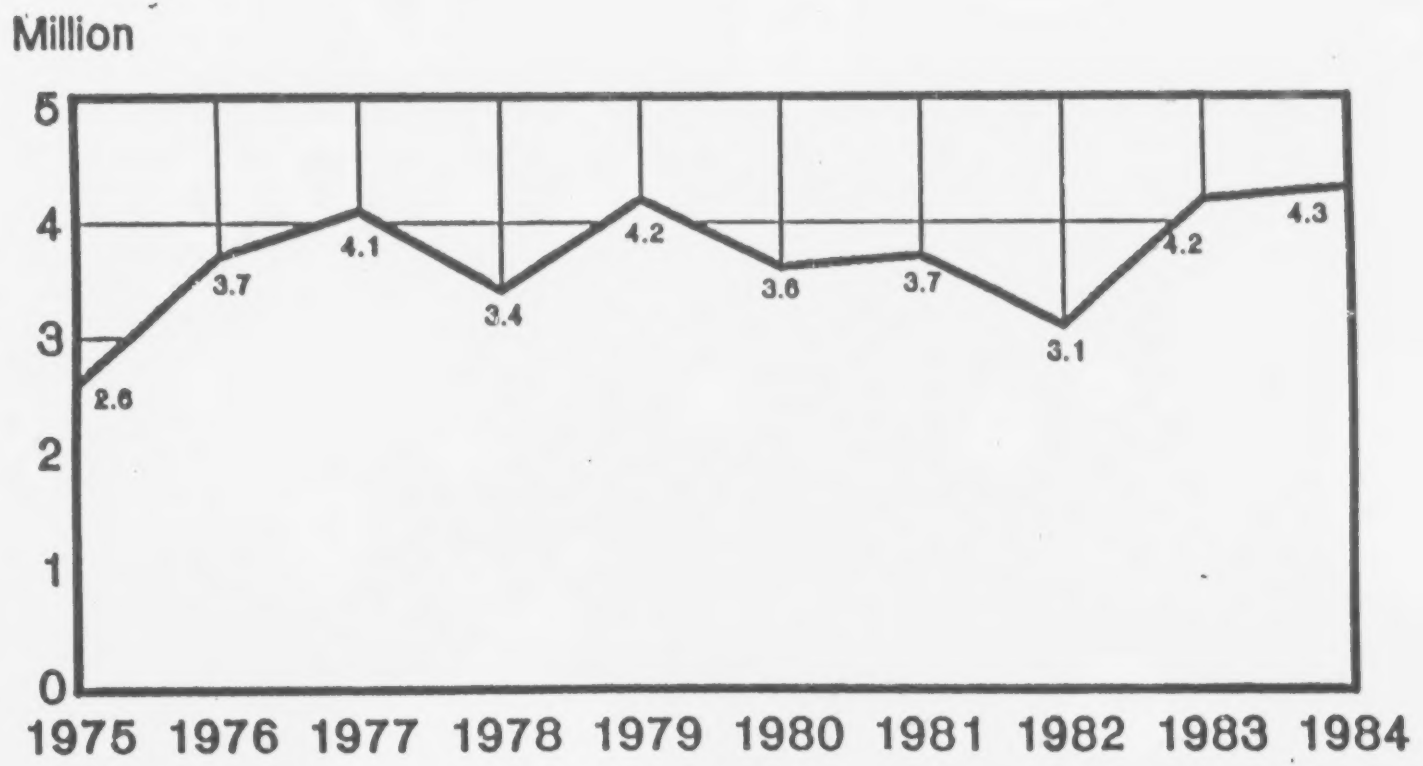
USA Bicycle Market

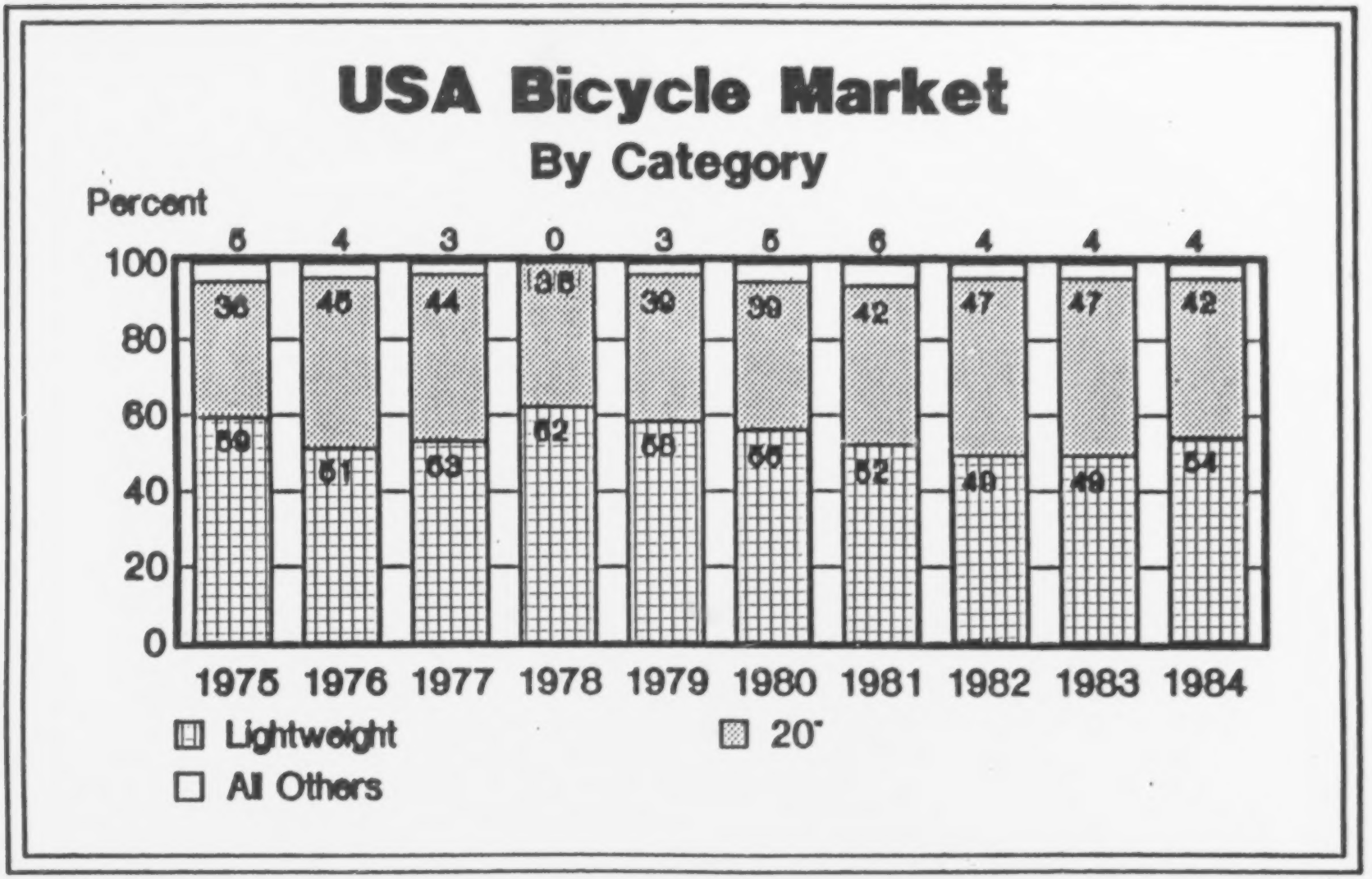


USA Lightweight Market



USA 20" Bicycle Market

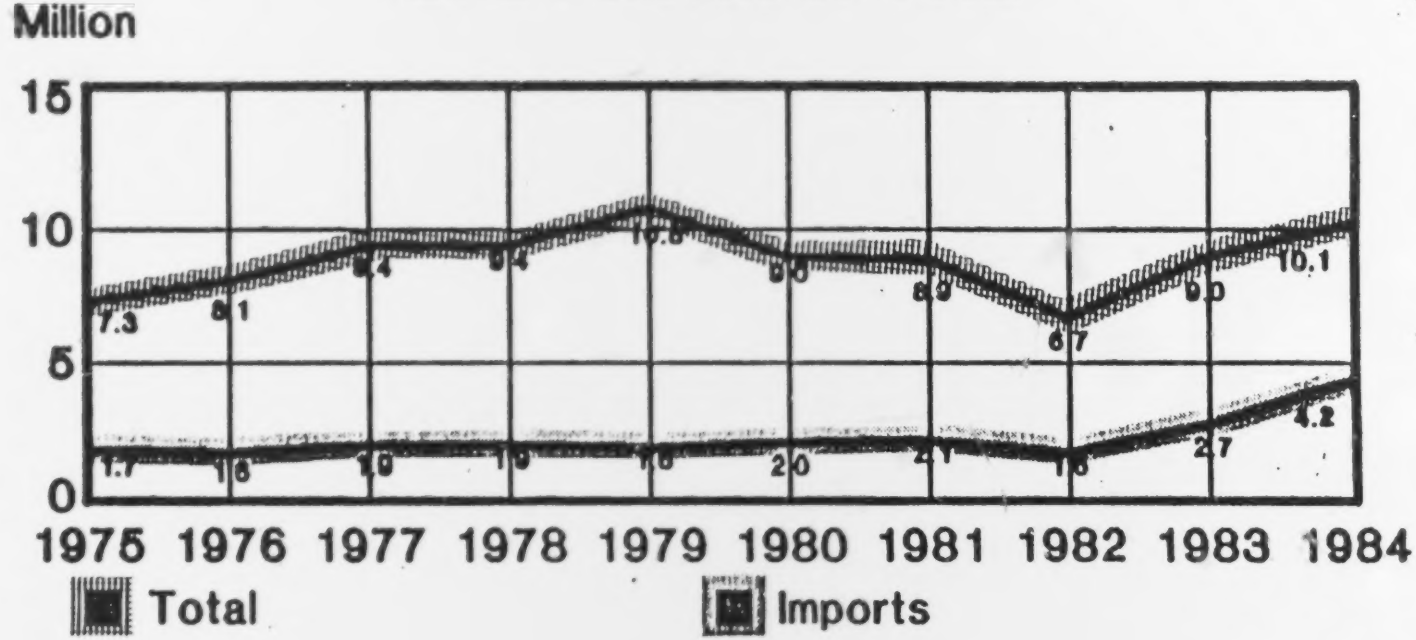



USA Bicycle Market
By Category
Percent
100
80
60
40
20
0
5
4
3
0
3
5
6
4
4
4
36
45
44
38
39
39
42
47
47
42
59
51
53
62
58
56
52
49
49
54
1975
1976
1977
1978
1979
1980
1981
1982
1983
1984
Lightweight
All Others
20"

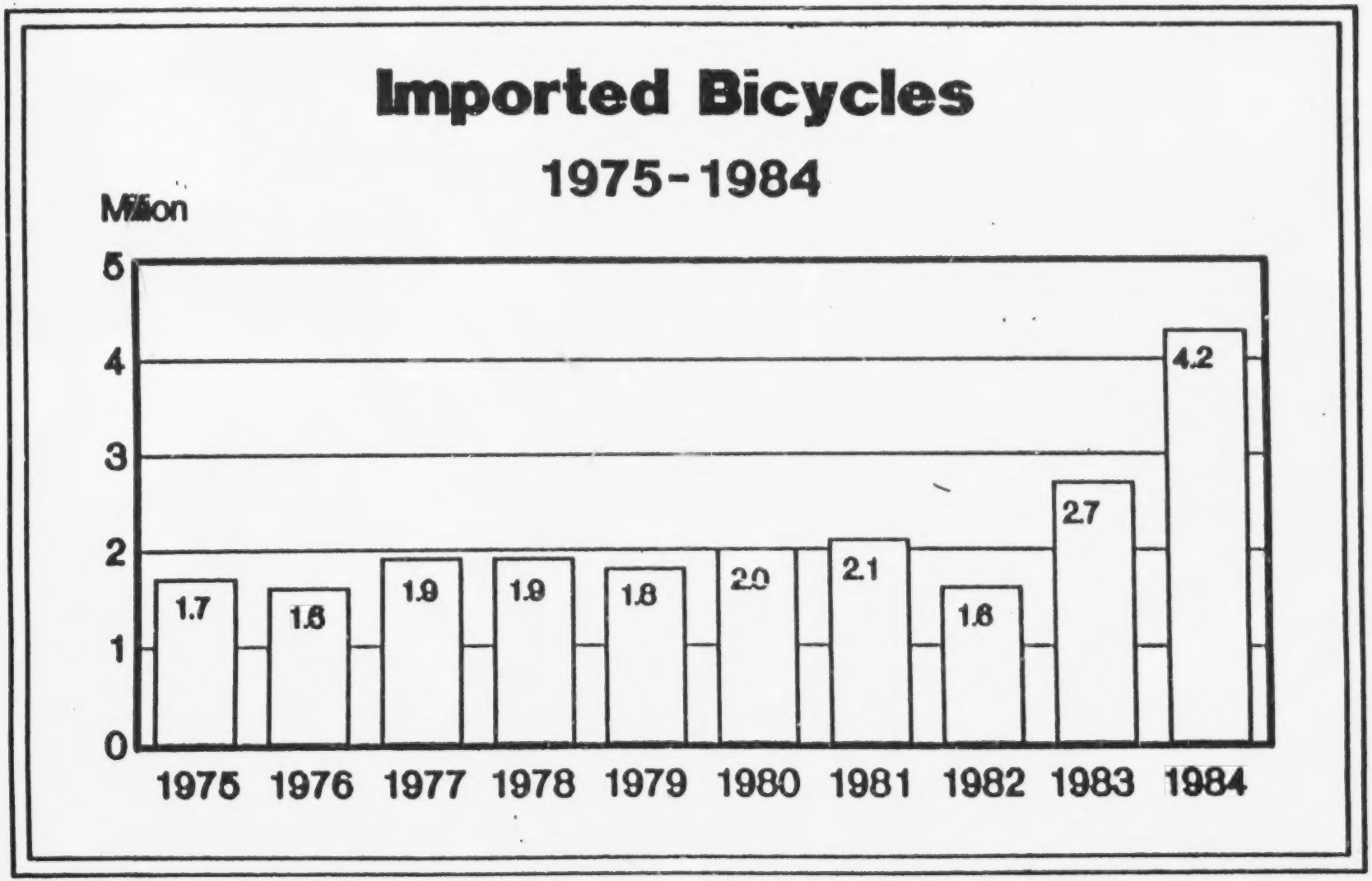
Imported Biçycles

Imported Bicycles

as a Percent of Total

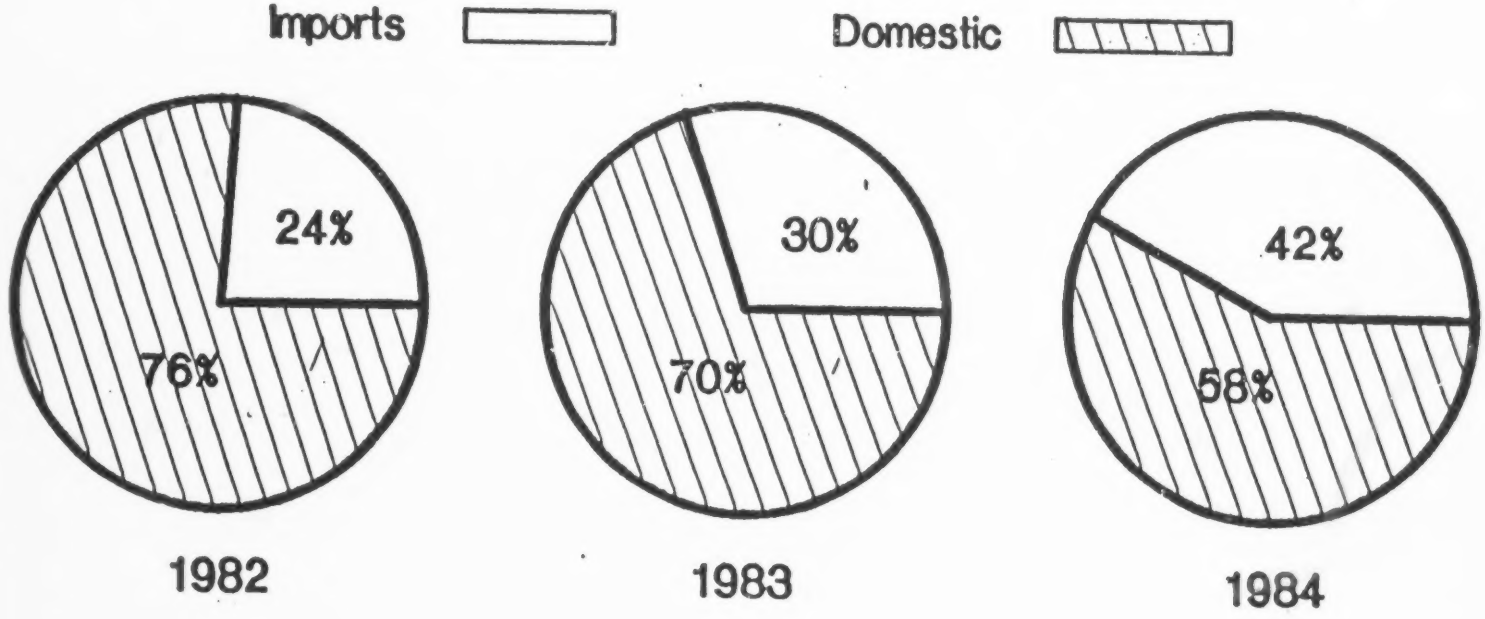


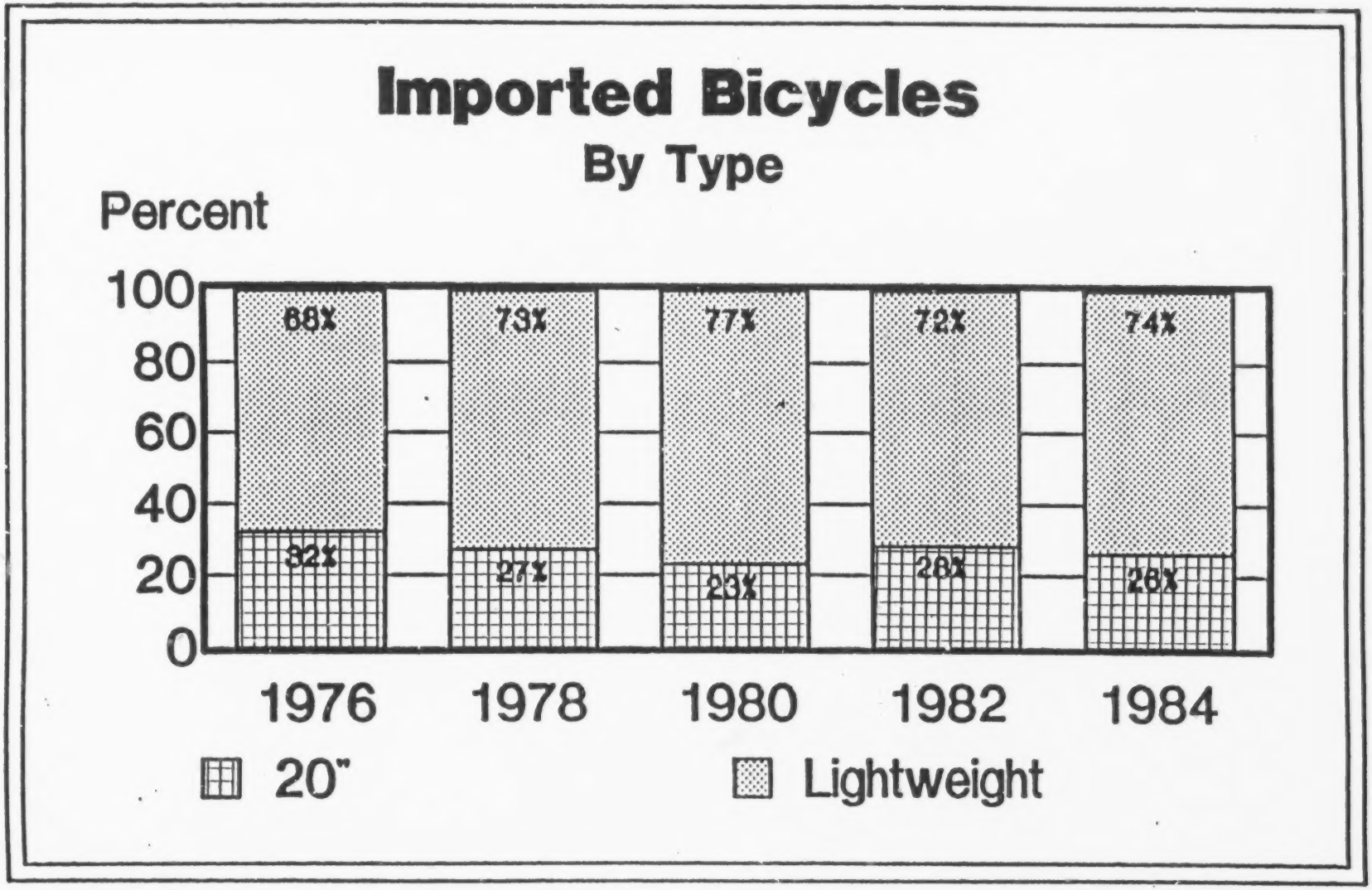
%Imp.	23	20	20	20	17	22	24	24	30	42


Imported Bicycles
1975-1984
Million
5
4
3
2
1
0
1.7
1.6
1.9
1.9
1.8
2.0
2.1
1.6
2.7
4.2
1975
1976
1977
1978
1979
1980
1981
1982
1983
1984

Imported Bicycles

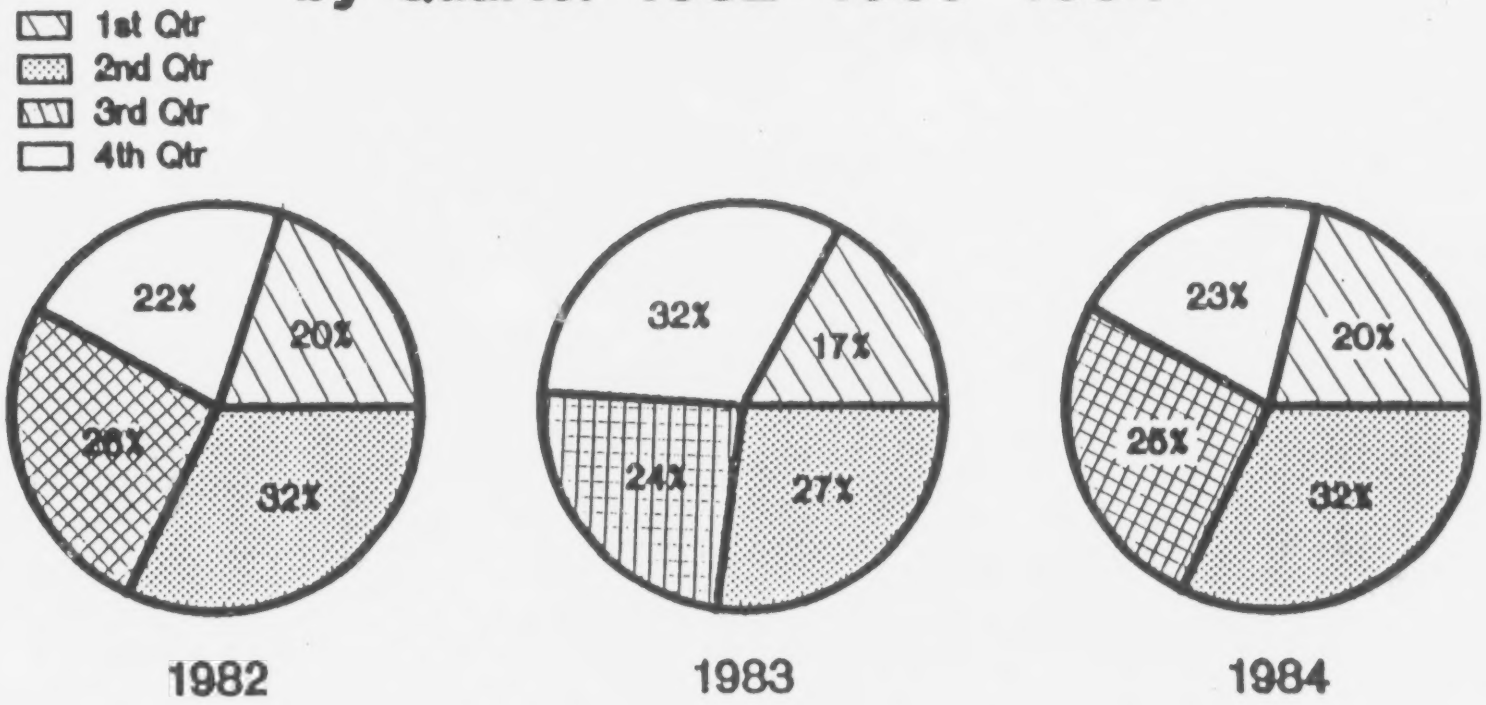
% Share 1982-83-84




Imported Bicycles
By Type
Percent
100
80
60
40
20
0
68%
73%
77%
72%
74%
32%
27%
23%
28%
28%
1976
1978
1980
1982
1984
20"
Lightweight

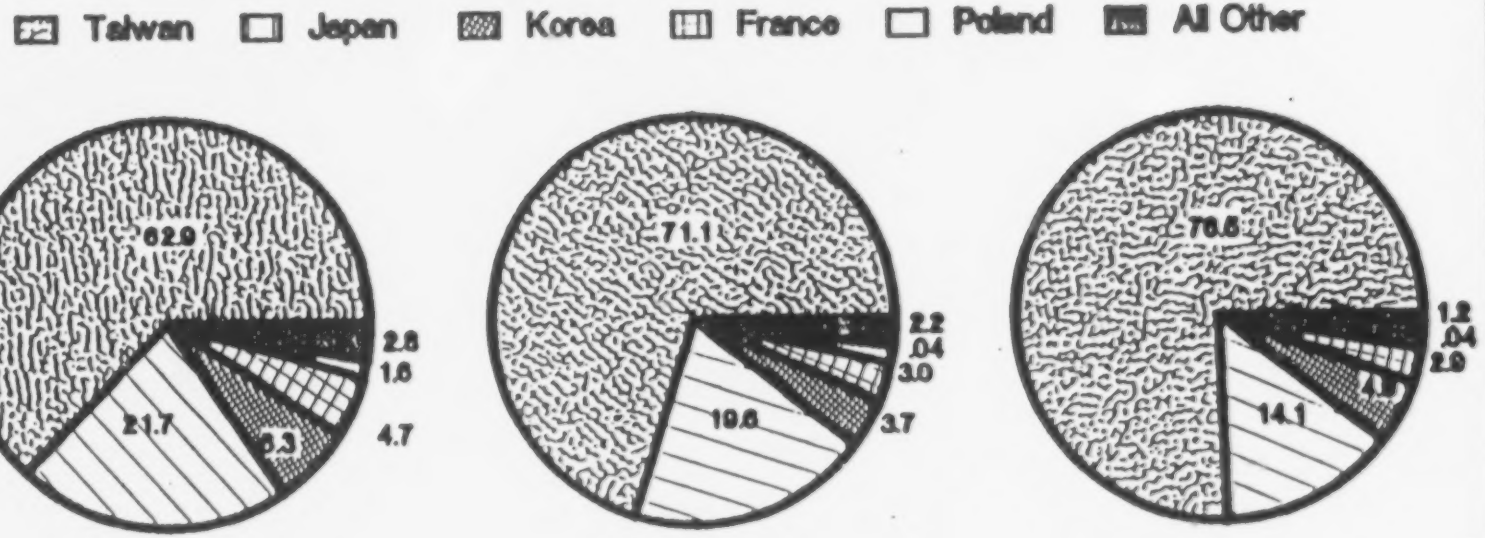
Imported Bicycles

by Quarter 1982-1983-1984



Imported Bicycles

Percent by Country of Origin



Imports

Imported Bicycles

1983-1984 Monthly Compaison (000)

Year	1983	1984	%Chg
Jan	105	267	154
Feb	109	230	111
Mar	231	361	56
Apr	217	443	104
May	263	478	82
Jun	261	402	54
Jul	222	476	114
Aug	219	299	37
Sep	215	275	28
Oct	260	434	67
Nov	251	348	39
Dec	339	193	(43)
Total	2693	4206	56%

Average Dollar Value Per Unit of 20" Bicycle Imports

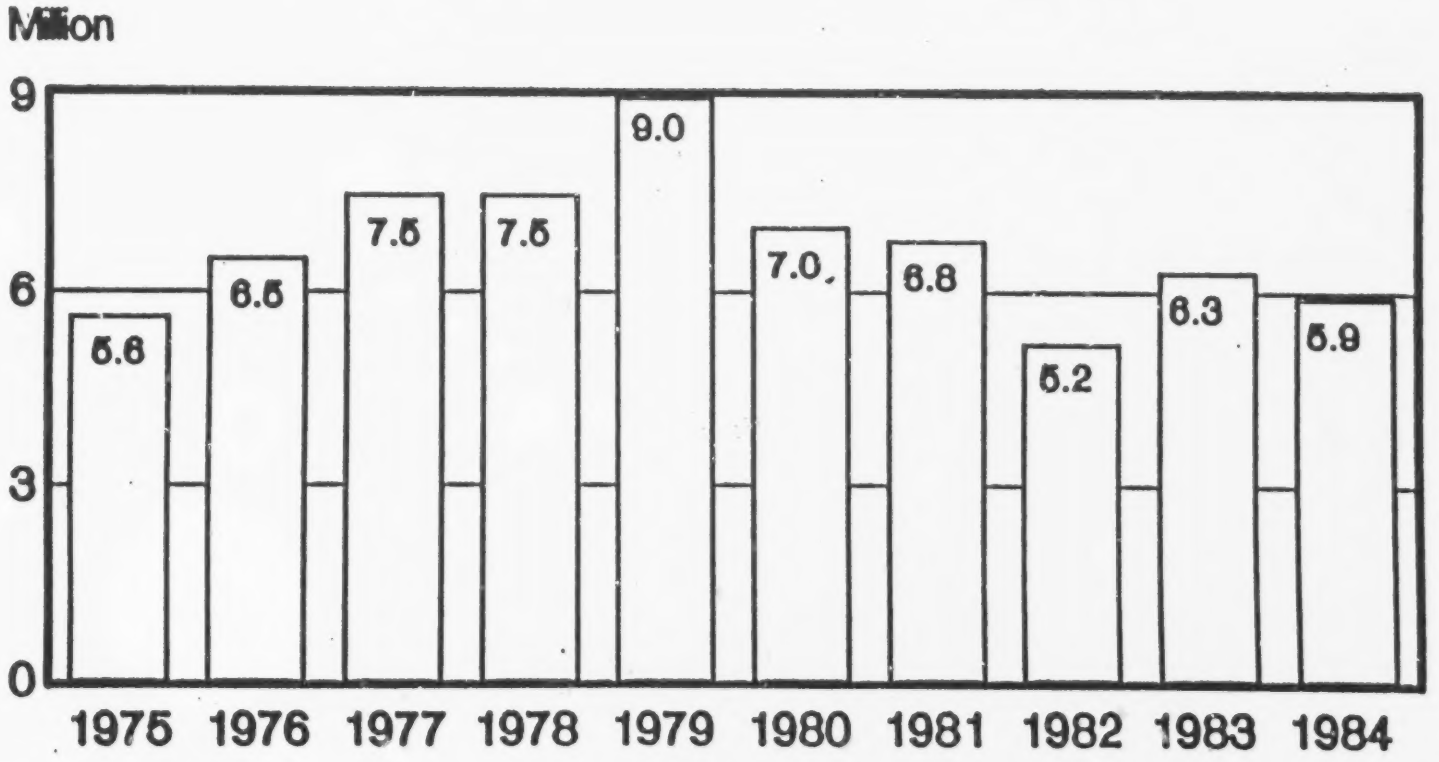
Country	Unit Price	1980	1981	1982	1983	1984
Taiwan	High	52.24	61.84	59.87	60.30	55.81
	Average	45.63	53.01	51.88	51.69	46.71
	Low	41.93	46.52	46.09	49.04	38.57
Japan	High	114.89	143.27	138.34	115.11	138.33
	Average	95.64	109.04	94.46	104.82	106.22
	Low	44.76	84.30	62.32	87.14	59.94
Korea	High	40.89	59.42	72.02	51.43	60.78
	Average	37.40	47.95	51.17	35.99	44.89
	Low	28.61	38.50	40.00	9.87	35.49
Total	High	46.98	60.50	62.51	65.50	62.22
	Average	43.52	52.85	54.21	50.82	47.98
	Low	39.27	49.40	48.18	32.57	40.01

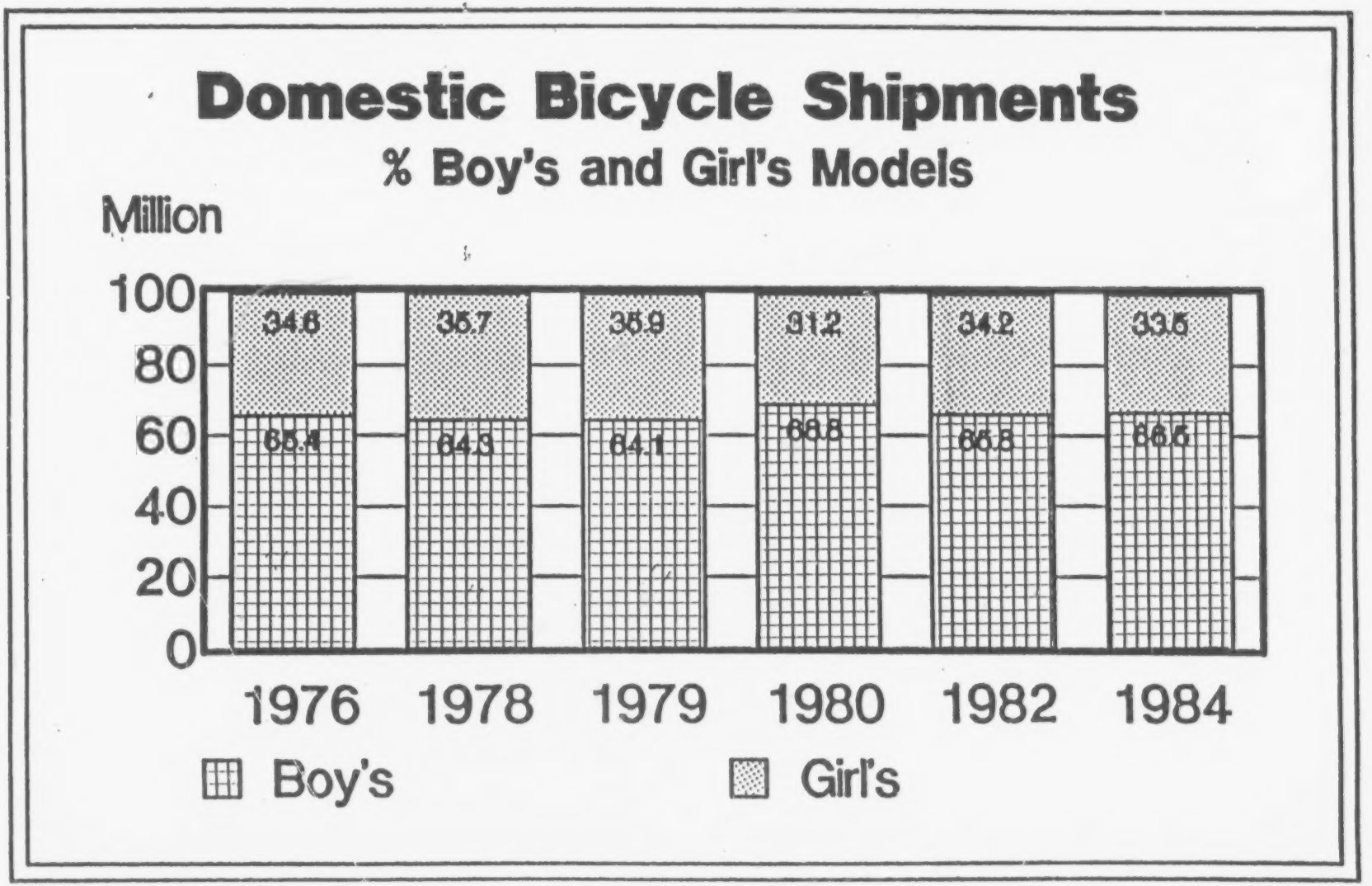
Average Dollar Value Per Unit of Lightweight Bicycle Imports

Country	Unit Price	1980	1981	1982	1983	1984
Taiwan	High	66.77	74.11	76.90	66.06	65.71
	Average	61.66	69.28	65.77	59.82	61.03
	Low	57.67	63.70	54.29	53.99	58.60
Japan	High	119.18	138.81	137.72	123.77	141.15
	Average	88.19	124.26	117.73	114.84	124.50
	Low	82.95	117.41	89.14	97.73	96.83
Korea	High	59.73	68.50	81.73	56.65	80.56
	Average	51.29	62.02	58.39	54.47	56.66
	Low	44.66	51.34	36.19	48.86	40.09
Total	High	92.09	108.75	106.43	87.00	84.91
	Average	83.08	90.56	87.72	78.23	78.14
	Low	68.90	15.43	69.75	66.42	66.74

Domestic Produced Bicycles

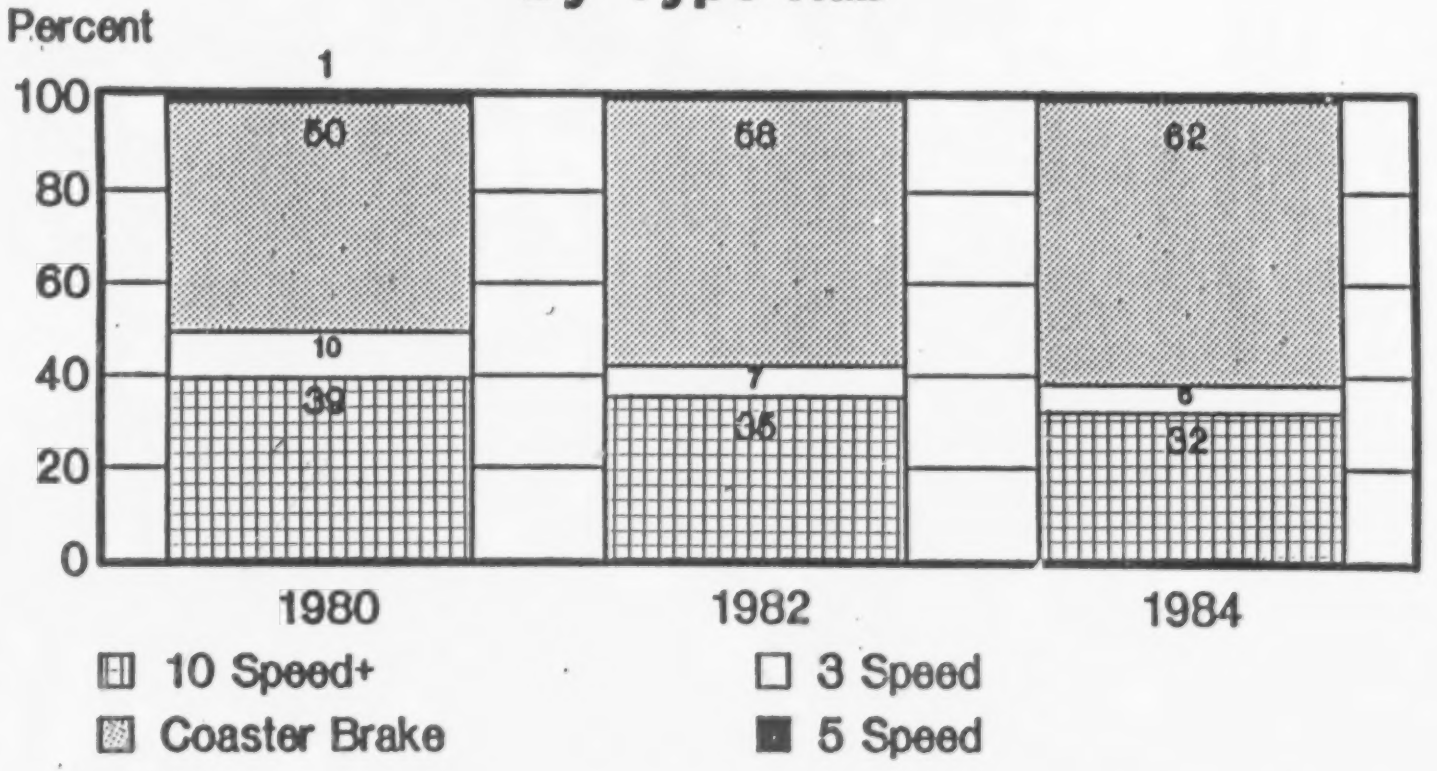
Domestic Bicycle Shipments

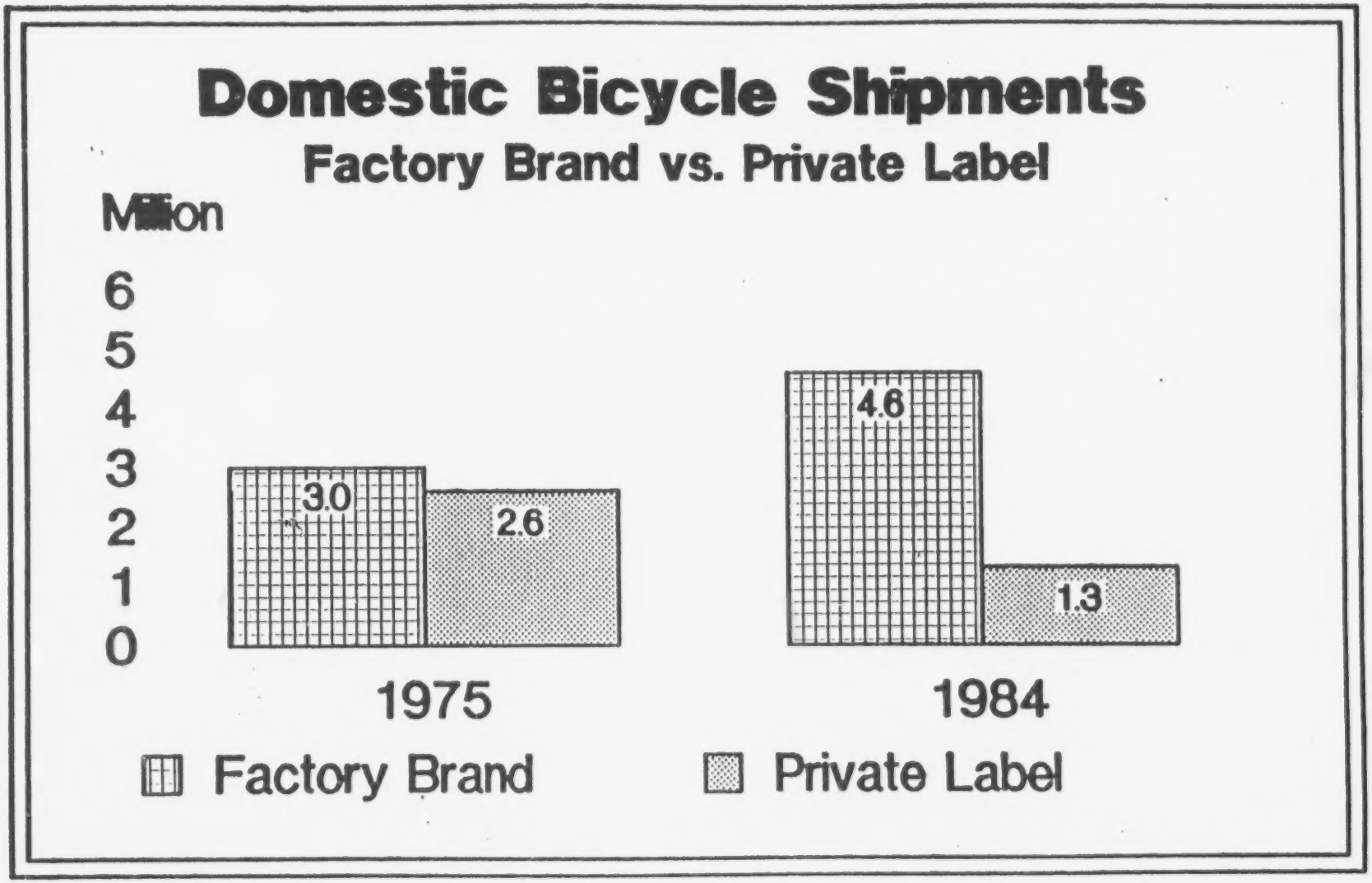



Domestic Bicycle Shipments
% Boy's and Girl's Models
Million
100
80
60
40
20
0
34.6
35.7
35.9
31.2
34.2
33.5
65.4
64.3
64.1
68.8
65.8
66.5
1976
1978
1979
1980
1982
1984
Boy's
Girl's

Domestic Bicycle Shipments

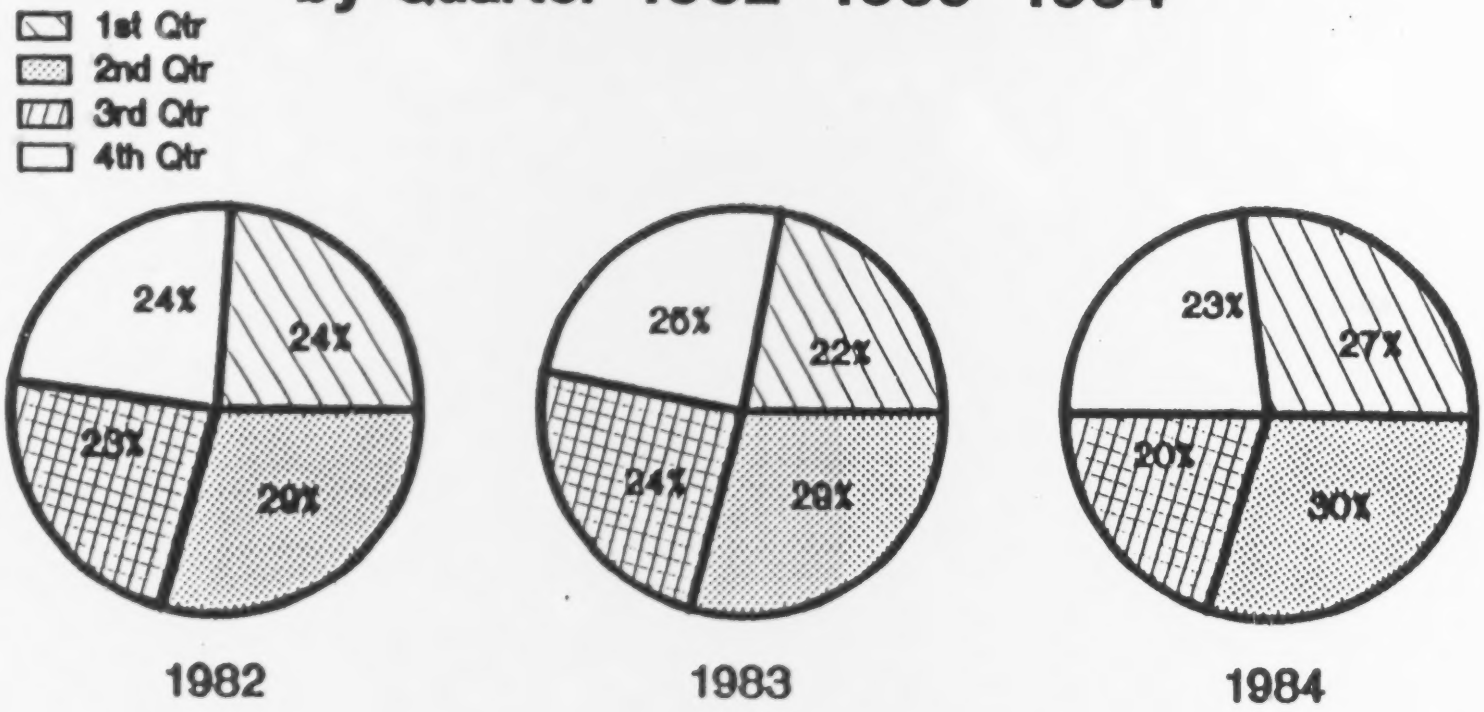
By Type Hub




Domestic Bicycle Shipments
Factory Brand vs. Private Label
Million
6
5
4
3
2
1
0
3.0
2.6
4.6
1.3
1975
1984
Factory Brand
Private Label

Domestic Bicycle Shipments

by Quarter 1982-1983-1984



Where Domestic Manufactures Sell Their Bicycles